

AUTO INDUSTRY BREAKS RECORDS IN STARTLING WAY

There Are Numerous Good Reasons for Present Prosperity in Trade; Entire World Influenced.

For nearly seventeen months the automobile industry has been flourishing like a green bay tree. There had been previous periods of prosperity, but the peculiar and apparently adverse conditions that have prevailed during the last year and a half have made the present extraordinary and ever-expanding volume of motor car business a commercial phenomenon well worth singling out and examining, and all the more so because through sympathetic action the present booming prosperity is not confined to the makers of automobiles.

The activity of the motor car market has pulled weakening and tottering allied industries up to an almost equal plane of prosperity. The entire commercial world, in fact, had its backbone stiffened, thanks to the condition of the motor car business, and what a year and a half ago promised to be the beginning of national depression and disaster has turned triumphantly into national profit and well-being.

What, then, is the explanation of this phenomenal advance in the motor car world which means so much to everyone in this country?

Some manufacturers say it is because people will cut out meat for dinner, wear last season's clothes and forget to pay the grocer before they will think of economizing on gasoline consumption.

But is it? Let's look over the evidence. Two years ago when the war broke out the almost universal inclination was to slash advertising appropriations and cut down on sales effort.

"Let's keep our money in the bank until we see what is going to happen," was the way most people felt about it.

In the automobile business it looked like a small-sized panic in a few days. Millions of dollars were tied up in production schedules.

It seemed almost a certainty that the demand for cash abroad and the natural conservatism of the banks would make it impossible for dealers to get money enough to take their regular allotment of cars after they were produced.

And even if the dealers could take them it didn't seem probable that the public would be in a buying state of mind or pocketbook.

The natural thing to do then was to cut down the selling force, stop the advertising, put the factories on half time, and save as much as possible out of the threatened wreck.

And that is just what would have been done had it not been for a few level-headed, far-seeing men who knew something of the psychology of the crowd and had no abiding faith in the stability of this country of ours.

These few men instead of retrenching, threw on a few pounds more steam in advertising and selling departments.

They talked optimism and common sense, and by the force of their example swung the entire industry into line in an aggressive, constructive campaign of confidence building trade promotion.

Everybody knows what the result has been.

Instead of depression and disaster, the automobile industry has enjoyed the most prosperous year in its history.

Hundreds of thousands of men have been given employment with steady work. Allied industries have been benefited and the general prosperity of the country has been promoted.

Now we are told that motor cars and other things of that character are the last things that people will do without.

This may be true to some extent and if the motor car industry had done only "fairly" well, we might say that the natural propensity to economize on the real necessities first had helped to hold it up.

But the motor car industry has been unusually prosperous.

The country has responded marvelously to the extra effort that has been put into advertising and selling. More cars have been sold and more money has been made than ever before in the history of the industry, and all this in spite of the fact that the foreign market for pleasure cars had been nearly wiped out.

And the credit for it all, and for the widespread resultant general prosperity must inevitably go to that little group of far-sighted, strong-headed men who by their faith and optimism stemmed the tide of doubt and fear that started on the pessimistic way across the country in August, 1914.

Fight on Doctor's Whiskers

(New York Letter in Pittsburgh Dispatch.)

"Chuck the whiskers" is the slogan being used by some of the persons who are making efforts to stamp out the epidemic of infantile paralysis, their verbal batteries being trained upon the physicians who lean toward harsher adornment.

The carriers assert that the malicious lambskins are disease carriers of the worst kind and that those who should do most to eradicate the plague are really helping its propagation.

The move against the doctors has gained much weight and has caused alarm among members of the profession, some of whom are as proud of their facial adornment as is Senator Jim Ham Lewis.

Pittsburghers recall a similar agitation in Allegheny before the consolidation of the two cities, which resulted in an Allegheny councilman introducing an ordinance compelling all physicians to shave off whiskers and mustaches. The penalty attached was disbarment from practice in Allegheny.

But that north side councilman was a few generations ahead of his colleagues. Many predict that such a law will be general some time in the future.

Discouragement

(Cable.)

Neither let mistakes nor wrong directions discourage you. Let a man try faithfully, manfully, to be right. He will grow daily more and more right.



FAIR WEEK

IN ALBUQUERQUE

SEPTEMBER 25 to 30, INCLUSIVE

This page is devoted to the advertising of the Strongest and Best Insurance Companies in the world. The latchstrings of the doors of the local agencies hang on the outside. Get in touch with them before leaving the city. Call and see them—you will find a welcome hand.

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OLDEST: Began business in 1843.
STRONGEST: Assets (over 616 million dollars) exceed legal liabilities by over 99 Million Dollars.

BEST: Has paid policyholders over 1267 Million Dollars.

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Dividends to policyholders in 1915, over 17 Million Dollars.

New York State Standard policies with annual dividends. Originated and Perfected Policies providing Life Income to you and to your beneficiary.

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J. H. COONS, Manager

Corner Gold Ave. and Second St. Albuquerque, N. M.

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**SYSTEMATIC
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OUR PLAN AND TERMS OF LOAN

We make LOANS repayable in monthly installments, buy your lot—prepare your plans—let the contract—and you can obtain money to build from us as follows:

For every \$1,000 borrowed you pay \$14 on the first day of each month for 120 months, which repays the principal and interest; no other charges at all; maturity date guaranteed; advance payments discounted at 8 per cent per annum.

HERE IS AN EXAMPLE: Cost of lot, \$500; contract price of home, \$15,000; total \$15,500. We will loan you \$1,000 and you will repay \$14.00 per month for 120 months. The loan is then discharged in full.

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The Pacific Mutual Life Insurance Co.

F. B. Schwenker, General Agent

Room 1, N. T. Armijo Building. Albuquerque, N. M.

The Extra Inches That Count

Garfield is credited with having said: "It is not the six feet that make a man tall, but the extra two or three inches above the average."

The "extra inches" above the average likewise determine the measure of the success of any institution.

It is the extra 13 1/2% interest realized over and above the average rate of the combined earnings of all the great Life Insurance Companies that gives the UNION CENTRAL its high standing.

The extra interest above the average earned by The Union Central Life during the single year of 1915 amounted to \$1,384,412.51.

It is the "extra millions" of interest earned that enable the Company to continually increase its service and maintain its low net cost record.

NET COST 1916 (PER \$1,000) ON UNION CENTRAL POLICIES ISSUED IN 1915.

Age at Issue	5 Year Term	Ordinary Life	20 Pay Life	30 Year Endowment	30 Pay Life
24	\$ 8.07	\$14.38	\$22.59	\$42.04	\$17.72
25	8.39	15.91	24.09	43.34	18.46
26	8.90	18.02	26.58	45.84	19.29
27	9.60	20.78	29.61	48.98	20.99
28	10.61	24.28	33.19	52.75	22.45
29	11.96	28.67	37.95	57.25	24.08
30	13.79	34.24	43.94	62.44	25.41
35	21.59	66.42	73.85	85.11	38.41
40	31.22	99.42	92.80	104.78	48.41

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